

3622

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

TRANSMITTAL LETTER

Docket Number:
12724/2

Application Number
09/216,206

Filing Date
December 18, 1998

Examiner
J. Myhre

Art Unit
3622

Invention Title
**OPTIMIZED INTERNET ADVERTISING USING
HISTORY TO SELECT SITES**

Inventor(s)
KAY et al.

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Date: 4/16/03

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Signature:

Edward I. Handler, III
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Sir:

Transmitted herewith for filing in the above-identified patent application is a new Power of Attorney By Assignee of Entire Interest (Revocation Of Prior Powers And Appointment Of New Power).

Also enclosed, pursuant to 37 C.F.R. 3.37(b) is a copy of the assignment and recordation sheet, previously filed with the PTO in the above-captioned case.

The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or arising during the pendency of this application, or to credit any overpayment to the deposit account of **Kenyon & Kenyon**, deposit account number **11-0600**. A copy of this communication is enclosed for charging purposes.

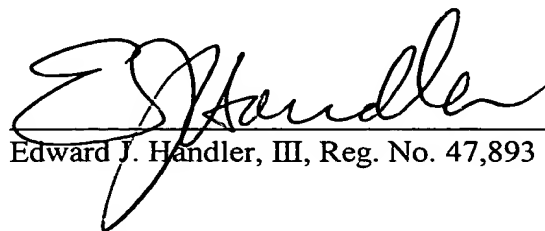
- A. Any additional filing fees required under 37 C.F.R. § 1.16;
- B. Any additional patent application processing fees under 37 C.F.R. § 1.17;
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